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## Findaway Adventures and Pure Branding Sign Memorandum of Understanding

Memorandum establishes cooperation related to accelerating early-stage, change-the-world consumer packaged goods companies and their founders

Jupiter, Florida, September 25, 2019 – Findaway Adventures and Pure Branding have signed a memorandum of understanding (MOU) agreement that establishes cooperation related to accelerating early-stage, purpose-driven, consumer packaged goods companies and their founders.

The agreement recognizes that as innovation in the natural products industry outpaces its conventional counterpart, startups may grow too big to continue attracting money from friends and family, yet remain too small to attract next level capital like private equity or a strategic investor.

As part of the agreement, the two organizations will collaborate on consumer research, brand definition and omnichannel strategy for Findaway investments and projects.

“Yadim and his team are the best I have seen at uncovering consumer insights and weaving them into brand strategies and growth plans,” said Robert Craven, CEO of Findaway Adventures. “All of us at Findaway couldn’t be more pleased to launch this partnership.”

Pure Branding founder and CEO Yadim Medore says working with Findaway Adventures “is one of the most exciting journeys that Pure Branding has embarked upon. Robert is one of those rare leaders in the industry who can take bold and innovative ideas and bring them to life through both execution into the market and deep within a company’s culture.”

### About Pure Branding

Founded by CEO Yadim Medore, Pure Branding is a strategic consulting, market research, and brand innovation agency for leading dietary supplement and functional food brands. Pure Branding has conducted market research and developed brand strategy for Country Life, Dr. Hauschka, Gaia Herbs, MegaFood, NeoCell, Nordic Naturals, Nutiva, Organic India, Persona, PlusCBD, Traditional Medicinals and many other brands. For more information, visit [www.purebranding.com](http://www.purebranding.com).

## About Findaway Adventures

Findaway Adventures brings money, strategy and retail expertise to help accelerate young, impactful, CPG companies. Led by Robert Craven, the former CEO of Garden of Life and MegaFood, with investment partners Brian Gonsalves and Chris Marantette of ecommerce solutions leader Netrush the company provides entrepreneurs with a unique set of tools and insights, including natural speciality retail connections and salesforce; omni-channel marketing approaches, resources and partnerships; and simplified strategic approaches to support brand focus.

If you would like more information on Findaway Adventures, browse [findawayadventures.com](https://findawayadventures.com) or contact [info@findawayventures.com](mailto:info@findawayventures.com).